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Docket No.: 60655.7600

REMARKS

Applicants reply to the Office Action mailed on March 30, 2006 within the shortened statutory three month period for reply. Claims 1-3, 5-15, 17-22, 24-26, 28, 30, and 32 were pending in the application and the Examiner rejects claims 1-3, 5-15, 17-22, 24-26, 28, 30, and 32. Applicants cancel claim 6 without prejudice to filing one or more claims having similar subject matter. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested.

Rejection under 35 U.S.C. § 103(a)

The Examiner rejects claims 1-26, 28, 30 and 32 under 35 U.S.C. § 103(a) as being unpatentable over Taufique, WO 01/20518 A1 ("Taufique") in view of Lauffer, U.S. Patent No. 6,223,165 B1 ("Lauffer"), and in further view of DeLorme et al., U.S. Patent No. 5,948,040 ("DeLorme"). Applicants respectfully traverse this rejection.

Taufique generally discloses a system for providing communication between experts and end-users over a network. Taufique teaches a system including a database where experts and expert credentials may be stored. An end user interfacing with the system may enter a question which is then used to search the database in order to identify an expert possessing expertise relating to the question. The Taufique system then routes the question to the identified expert, and when answered, the question and answer are stored in a database. A different end-user subsequently submitting a similar question would then be issued a previously-stored answer from the database, thereby bypassing the step of transmitting the question to the expert to again answer the question.

Taufique is limited to a unique configuration of a "help" utility as is frequently employed in current web sites. Many product web sites offer their customers several options for obtaining help which may include, for example, a frequently asked questions web page, a knowledge base and a live help link. A frequently asked questions (FAQ) web page is usually compiled from a database of previously asked and answered questions, which usually requires an end user to review a list of questions to find one similar to their own. A knowledge base is very similar to a FAQ, although it usually requires the end-user to enter a specific question which is used to automatically conduct a database search for similar questions which have been previously answered.

Lauffer is limited to a system for delivering advice to consumers via a server unit that stores and displays the names and characteristics of experts, and then assists in connecting the expert and consumer for real-time communication. The server unit also has the ability to receive keywords

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from the consumer, match those keywords to one or more experts, and then tell the consumer how to contact an expert. The Lauffer system also includes a visual display of available experts that may be presented to consumers (col. 6, line 30 - col. 7, line 67). In addition, Lauffer teaches having the consumer compensate the expert, either directly or indirectly (col. 8, lines 1-53). In all embodiments disclosed by Lauffer, the consumer and expert establish a connection, wherein the consumer and expert communicate interactively with each other (e.g., see col. 8, line 56 - col. 9, line 22).

DeLorme discloses a new Travel Reservations and Information System (TRIPS) that allows users to design a travel itinerary that is compiled based on a series of questions presented to the user. Specifically, the DeLorme system provides an interface, whereby a series of travel-related questions are presented to, and then answered by, the user. The questions include, for example, when, where, what to do, who to visit, and how to get there. The answers to the questions are then used by the DeLorme system to construct an itinerary, and then shop the itinerary to various providers of travel services such as hotels, airlines, and car rentals. After obtaining a number of quotes for the required travel services, they are presented to the user who may compare them side-by-side. DeLorme further discloses a TRIPS system that can make reservations based on a selected itinerary, print airline tickets, theatre tickets, rental vouchers, maps, and the like.

Taufique and Lauffer disclose systems for providing general advice while DeLorme is directed toward a system for providing a custom itinerary based on a series of questions and answers thereof. Each reference generally discloses a fee assessment for provided advice and itinerary services. However, those skilled in the art would appreciate that advertising is the leading Internet revenue generator, which continues to increase quarterly. For example, Internet revenue for the first quarter of 2006 exceeded \$3.5 billion, which represents a six percent increase over the fourth quarter of 2005. Neither of the references discloses using the information stored in the variously disclosed advice databases to selectively target marketing offers to consumers. As such, neither Taufique, Lauffer, DeLorme, nor any combination thereof, disclose or suggest a destination expert server configured to at least, "compile offer data regarding the most frequently requested destination based on information stored in an answer database, wherein the offer data is used to select an offer relevant to the offer data," as similarly recited by amended independent claims 1, 8, 13 and 20.

Dependent claims 2, 3, 5-7, 9-12, 14, 15, 17-19, 21, 22, 24-26, 28, 30 and 32 variously depend from independent claims 1, 8, 13 and 20. As such, dependent claims 2, 3, 5-7, 9-12, 14, 15,

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17-19, 21, 22, 24-26, 28, 30 and 32 are allowable for at least the reasons described above with respect to independent claims 1, 8, 13 and 20, as well as in view of their own respective features.

Applicants respectfully submit that the pending claims are in condition for allowance. No new matter is added in this Reply. Reconsideration of the application is thus requested. The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account No. 19-2814. Applicants invite the Examiner to telephone the undersigned, if the Examiner has any questions regarding this Reply or the present application in general.

Respectfully submitted,

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